



KSHB-TV

# ORDER

Print Date 10/22/12 Page 1 of 3

Flight Dates **10/23/12-10/29/12**

Contract / Revision **309338 /**

Original Date / Revision  
10/22/12 10/22/12

Advertiser **Martin / Republican / Attorney**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Product

**Ed Martin for MO Att. General 10/2/**

Agency Com 15%

Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **C23C29**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive  
Tara Washburn

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Tara Washburn     | 100%   |            |          |

Order Share 100% Market Value 6750

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| KCPT              | %          | 0      |
| KCTV              | %          | 0      |
| KCWE              | %          | 0      |
| KMBC              | %          | 0      |
| KMCI              | %          | 0      |
| KPXE              | %          | 0      |
| KSMO              | %          | 0      |
| UNKWN             | %          | 0      |
| WDAF              | %          | 0      |

## Order Totals

## Billing Plan

| Month         | # of Spots | Net Amount        | Gross Amount      | Rating      | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|-------------------|-------------------|-------------|------------|----------|---------|------------|--------------|
| October 2012  | 30         | \$5,095.75        | \$5,995.00        | 0.00        | 10/01/12   | 10/28/12 | 30      | \$5,095.75 | \$5,995.00   |
| November 2012 | 3          | \$641.75          | \$755.00          | 0.00        | 10/29/12   | 10/29/12 | 3       | \$641.75   | \$755.00     |
| <b>Totals</b> | <b>33</b>  | <b>\$5,737.50</b> | <b>\$6,750.00</b> | <b>0.00</b> |            |          |         |            |              |

|       |      |                   |                 |                              |       |                |                   |     |       |             |     |               | Totals |            |
|-------|------|-------------------|-----------------|------------------------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code               | Break | Start/End Time | Days              | Len | Spots | Rate        | Pri | Rtg Type      | Spots  | Amount     |
| E 1   | KSHB | 10/23/12          | 10/29/12        | M-F 4-430p<br>Jeopardy       | CM    | 4-430p         | -----             | :30 | 0     | \$125.00    | P-3 | 0.00 NM       | 2      | \$250.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | - 1- 1---                    |       |                | 2                 |     |       | \$125.00    |     | 0.00          |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -----                        |       |                | 0                 |     |       | \$0.00      |     | 0.00          |        |            |
| E 2   | KSHB | 10/23/12          | 10/29/12        | Today Show<br>Today Show     | CM    | 7-9a           | -----             | :30 | 0     | \$150.00    | P-3 | 0.00 NM       | 2      | \$300.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | - 1- 1---                    |       |                | 2                 |     |       | \$150.00    |     | 0.00          |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -----                        |       |                | 0                 |     |       | \$0.00      |     | 0.00          |        |            |
| 3     | KSHB | 10/23/12          | 10/29/12        | Nightly News<br>Nightly News | CM    | 530-6p         | -----             | :30 | 0     | \$700.00    | P-3 | 0.00 NM       | 3      | \$2,100.00 |



KSHB-TV

Print Date: 10/22/12

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Contract / Revision **309338** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Martin / Republican / Attorney** Product **Ed Martin for MO Att. General** Estimate # **C23C29**

|       |      |                   |                 |  |       |                |         |     |                   |             |     |               | Totals |            |
|-------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                                 | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg Type      | Spots  | Amount     |
| 3     | KSHB | 10/23/12          | 10/29/12        | Nightly News<br>Nightly News                   | CM    | 530-6p         | -----   | :30 | 0                 | \$700.00    | P-3 | 0.00 NM       | 3      | \$2,100.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | --1-1--  |       |                |         |     | 2                 | \$700.00    |     | 0.00          |        |            |
| Week: |      | 10/29/12          | 11/04/12        | 1-----   |       |                |         |     | 1                 | \$700.00    |     | 0.00          |        |            |
| E 4   | KSHB | 10/23/12          | 10/29/12        | M-F Late News<br>M-F Late News                 | CM    | 10-1035p       | -----   | :30 | 0                 | \$400.00    | P-3 | 0.00 NM       | 2      | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | -1-1---  |       |                |         |     | 2                 | \$400.00    |     | 0.00          |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -----  |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
| E 5   | KSHB | 10/23/12          | 10/29/12        | M-F 630-7p<br>Lets Ask America                 | CM    | 630-7p         | -----   | :30 | 0                 | \$340.00    | P-3 | 0.00 NM       | 2      | \$680.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | -1-1---  |       |                |         |     | 2                 | \$340.00    |     | 0.00          |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -----  |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
| 6     | KSHB | 10/23/12          | 10/29/12        | Friday Prime B<br>Grimm                        | CM    | 8-9p           | -----   | :30 | 0                 | \$500.00    | P-3 | 0.00 NM       | 1      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ----1--  |       |                |         |     | 1                 | \$500.00    |     | 0.00          |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -----  |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
| 7     | KSHB | 10/23/12          | 10/29/12        | Friday Prime C<br>Dateline                     | CM    | 9-10p          | -----   | :30 | 0                 | \$350.00    | P-3 | 0.00 NM       | 1      | \$350.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | ----1--  |       |                |         |     | 1                 | \$350.00    |     | 0.00          |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -----  |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
| 8     | KSHB | 10/23/12          | 10/29/12        | Saturday Prime C<br>L&O SVU                    | CM    | 9-10p          | -----   | :30 | 0                 | \$250.00    | P-3 | 0.00 NM       | 1      | \$250.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | -----1-  |       |                |         |     | 1                 | \$250.00    |     | 0.00          |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -----  |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
| E 9   | KSHB | 10/23/12          | 10/29/12        | M-F 1035-1135p<br>Tonight Show                 | CM    | 1035-1135p     | -TWTF-- | :30 | 4                 | \$120.00    | P-3 | 0.00 NM       | 4      | \$480.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | -TWTF--  |       |                |         |     | 4                 | \$120.00    |     | 0.00          |        |            |
| Week: |      | 10/29/12          | 11/04/12        | -----  |       |                |         |     | 0                 | \$0.00      |     | 0.00          |        |            |
| E 10  | KSHB | 10/23/12          | 10/29/12        | NBC Action News at 6a<br>NBC Action News at 6a | CM    | 6-7a           | -211--- | :30 | 4                 | \$125.00    | P-3 | 0.00 NM       | 4      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/23/12          | 10/29/12        | -211---  |       |                |         |     | 4                 | \$125.00    |     | 0.00          |        |            |
| 11    | KSHB | 10/23/12          | 10/28/12        | Sa 630-7p<br>Sa 630-7p                         | CM    | 630-7p         | -----S- | :30 | 1                 | \$175.00    | P-3 | 0.00 NM       | 1      | \$175.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/22/12          | 10/28/12        | -----S-  |       |                |         |     | 1                 | \$175.00    |     | 0.00          |        |            |
| 12    | KSHB | 10/23/12          | 10/29/12        | M-F 10-11a<br>M-F 10-11a                       | CM    | 10-11a         | 11211-- | :30 | 6                 | \$50.00     | P-3 | 0.00 NM       | 6      | \$300.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/23/12          | 10/29/12        | 11211--  |       |                |         |     | 6                 | \$50.00     |     | 0.00          |        |            |
| 13    | KSHB | 10/23/12          | 10/29/12        | M-F 1135p-1235a<br>M-F 1135p-1235a             | CM    | 1135p-1235a    | MTWTF-- | :30 | 1                 | \$50.00     | P-3 | 0.00 NM       | 1      | \$50.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |            |
| Week: |      | 10/23/12          | 10/29/12        | MTWTF--  |       |                |         |     | 1                 | \$50.00     |     | 0.00          |        |            |
| E 14  | KSHB | 10/23/12          | 10/29/12        |  | CM    | 430a-5a        | MTWTF-- | :30 | 4                 | \$5.00      | P-3 | 0.00 NM       | 3      | \$15.00    |

| Ln    | Ch | Start             | End             | Inventory Code  | Break | Start/End Time    | Days | Len | Spots | Rate        | Pri | Rtg           | Type | Totals |        |            |
|-------|----|-------------------|-----------------|-----------------|-------|-------------------|------|-----|-------|-------------|-----|---------------|------|--------|--------|------------|
|       |    |                   |                 |                 |       |                   |      |     |       |             |     |               |      | Spots  | Amount |            |
|       |    |                   |                 | M-F 430a-5a     |       |                   |      |     |       |             |     |               |      |        |        |            |
|       |    |                   |                 | M-F 430a-5a     |       |                   |      |     |       |             |     |               |      |        |        |            |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       | <u>Spots/Week</u> |      |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |        |            |
| Week: |    | 10/23/12          | 10/29/12        | MTWTF--         |       | 3                 |      |     |       | \$5.00      |     | 0.00          |      |        |        |            |
|       |    |                   |                 |                 |       |                   |      |     |       |             |     |               |      | Totals | 33     | \$6,750.00 |